UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA
OBERÖSTERREICH

Campus Steyr

GSM

BA

Full-time,
English Language

Global Sales and Marketing

Internationally successful in Sales, Export & Marketing

The globalization and digitalization of the world economy create interesting challenges and opportunities to work in international business and global management with internationally operating companies. Austria's export economy has succeeded in setting international, sustainable standards and solutions in many fields, notably industrial plants, machinery, technological goods and services. These global business operations generate great demand for suitably qualified sales management and B2B marketing personnel with intercultural management skills. The bachelor's degree program Global Sales and Marketing is designed to provide its students with all the business management skills they need to meet this demand in international marketing and sales and is held entirely in English.

Study Focus

- → Practical and application-oriented tuition in sales management and selling techniques for industrial customers
- → B2B branding, marketing, and advertising to be able to sell products and services to companies worldwide with strategic marketing approaches
- → Important qualifications in order to work in international business, export business and global business management
- → Intercultural management and intercultural business skills to deal with cultures around the globe
- → Technical basics that enable success in B2B marketing, industrial selling, and business management environments
- → Three foreign languages taught by native speakers for international business communication
- → Social skills needed for dealing with top customers, global management success and international leadership in foreign countriessuccessful in foreign countries

Profile

Figures in per cent, based on ECTS-Credits

Degree
→ Bachelor of Arts in Business (BA)

Duration
→ 6 Semester (180 ECTS)

Annual Intake
→ 51

Admission Requirements
→ University entrance qualification
e.g. A-Levels, university pre-entry certificate, completed vocational matriculate exam

Application
→ Online – details & deadlines on fh-ooe.at/application

Admission Procedure
→ fh-ooe.at/en/gsm

Compulsory Semester Abroad
→ Opportunity to study at one of our 160 partner universities during the third semester

Foreign Languages
→ English (compulsory). For the second foreign language you may choose from Chinese/French/Russian/Spanish and German for internationals. You choose a third language during your semester abroad.

Internship
→ Nine weeks in 6th semester

Tuition Fees
→ EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).
→ Citizens from non-EU/EEA countries: 726.72 EUR per semester (plus Austrian Student Union fee). Scholarships available.

fh-ooe.at/en/gsm

Curriculum

List of modules ECTS / Semester	1	2	3	4	5	6	Total	%
Sales, Marketing, Export	11	12	5	11[1]	3[1]	4[1]	46	26
Elective courses[2]					6		6	3
Intercultural Management	5	5	5		4		19	11
English, second and third language	6	6	6	5	3		26	14
General Business Administration and Management	3	2	9	5			19	11
Technologies for Sales and Marketing	5	5	5	5	6		26	14
Project, Internship, Transfer Competence				4	8	15	27	15
Bachelor's Thesis						11	11	6
ECTS-Credits	**30**	**30**	**30**	**30**	**30**	**30**	**180**	

[1] You have the choice between a major in Sales and Marketing or Export Management.
[2] Offered subject to a sufficient number of participants.

Subsequent Master's degree program at Steyr Campus

- Global Sales and Marketing (4 Semesters)
- Global Sales and Marketing Triple Degree (4 Semesters)
- Accounting, Controlling and Financial Management (4 Semesters)
- Digital Business Management (4 Semesters)
- Operations Management (4 Semesters)
- Supply Chain Management (4 Semesters)

Special Features

The top 30% of our students can obtain a double degree at one of our nine partner universities, gaining valuable international business exposure and global management experience in intercultural business environments.

Partners for Double Degree Programs

- Artevelde Business School
  Ghent, Belgium
- Universidad del Rosario
  Bogota, Colombia
- Skoda University
  Mlada Boleslav, Czech Republic
- Laurea University of Applied Sciences
  Espoo, Finland
- Caucasus University
  Tibilisi, Georgia
- Budapest Business University
  Budapest, Hungary
- Providence University
  Taichung City, Taiwan
- Kharkiv National University of Economics
  Kharkiv, Ukraine – on hold

Good to Know

Austria's export rate is higher than 50%. This degree program in Global Sales and Marketing gives you important qualifications to work in international business, global business management and intercultural business environments. Furthermore, the top 30% of our students can obtain a double degree at one of our nine partner universities, gaining valuable sales management, B2B marketing and global management experience in Belgium, Colombia, Czech Republic, Georgia, Finland, Hungary and Taiwan.

Career Profile

Graduates of the Global Sales and Marketing bachelor's degree program are qualified to work in a company of any size and in all business sectors with focus on international business. A typical job description would be a management position responsible for the global business of an international company; this includes the post of product manager with B2B marketing expertise, key account manager with intercultural business skills, or marketing, export and sales management positions requiring international leadership capabilities.

Study Abroad

During the compulsory SEMESTER ABROAD the students have the opportunity to study at one of our 100 partner universities (third semester). The entire degree program of Global Sales and Marketing is taught in English and native speakers provide intensive language instruction in two further foreign languages and give insights into their background cultures.

Practical Experience and Research

'The only way to learn something is to do it'. Therefore, the students complete an internship (abroad or at home) and practical projects with our partners in the export industry. Global Sales and Marketing cooperates intensively with globally active companies in the field of B2B Marketing, Export and Sales Management Excellence, International Business and Intercultural Management. The findings of GSM research in global business and branding are integrated directly into the courses.

AI and Digitalization in Higher Education

Our Global Sales and Marketing BA integrates AI and digitalization across business and management. Building on faculty research projects like AI Catalyst, students develop practical AI skills, from data-driven customer insights to automation, preparing graduates to lead growth with ethical, real-world AI.

Contact

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